

fostering sustainable behavior



BEYOND BROCHURES

The cornerstone of sustainability is behavior change. Sustainability requires individuals and businesses to act (e.g., reduce waste, increase water and energy efficiency, and prevent pollution). To date, most programs to achieve these changes have relied upon disseminating information. Research demonstrates, however, that simply providing information has little or no effect on what people or businesses do. But if not ads, brochures or booklets, then what?

Over the last decade a new approach, community-based social marketing, has emerged as an effective alternative for promoting sustainable behavior. This spring, workshops will be held in **San Francisco** and **Portland** with the founder of community-based social marketing, Dr. Doug McKenzie-Mohr.

We invite you to attend one of these workshops as they will fundamentally change the way you think about program delivery.



THE WORKSHOPS

In **Portland**, both an introductory and an advanced workshop will be offered. In **San Francisco**, only the advanced workshop will be provided.

The one-day **introductory workshop** provides a comprehensive introduction to community-based social marketing and how it is being applied throughout the world to foster sustainable behavior. Those who attend the introductory workshop will learn the five steps of community-based social marketing (selecting behaviors, identifying barriers, developing strategies, conducting a pilot, and broad

scale implementation) and be exposed to numerous case studies illustrating its use.

The two-day **advanced workshop** builds on knowledge gained from the introductory workshop or Dr. McKenzie-Mohr's book, *Fostering Sustainable Behavior*. It provides an in-depth exposure to community-based social marketing and provides participants with the knowledge they need to design and evaluate their own community-based social marketing programs. The emphasis in this workshop is on providing participants with the information they need to utilize community-based social marketing in their own work contexts.

Participants will have extensive opportunity to discuss the application of community-based social marketing to their own programs. To ensure ample opportunity for discussion, this workshop will be limited to 65 participants.



ABOUT THE PRESENTER

For over a decade Dr. McKenzie-Mohr, an environmental psychologist, has been incorporating scientific knowledge of behavior change into the design and delivery of community programs. As the founder of community-based social marketing, he has repeatedly illustrated its utility in his writing, workshops and consulting. He has provided training internationally for over 20,000 environmental program planners.



WHO SHOULD ATTEND?

If you design or fund programs to encourage sustainable behaviors, you will benefit from attending.



"I benefit from an extensive network of contacts and colleagues and yet Doug's work stands alone in its depth and breadth in answering the questions we ask."

Glen Pleasance, Water Efficiency Coordinator

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WORKSHOPS

Portland Introductory Workshop:

Monday, May 8, 2006 9:00am - 4:30pm

Portland Advanced Workshop:

Tuesday, May 9, 2006 9:00am - 4:30pm

Wednesday, May 10, 2006 8:30am - 3:30pm

Oregon Convention Center

777 NE Martin Luther King Jr Blvd.

Portland, Oregon (800) 791 2250

San Francisco Advanced Workshop:

Thursday, May 4, 2006 9:00am - 4:30pm

Friday, May 5, 2006 8:30am - 3:30pm

The Warwick Regis Hotel

490 Geary Street, San Francisco

(415) 928 7900

Note: Registrants for the **advanced** workshop should have previously attended an introductory workshop by Dr. McKenzie-Mohr or have read his book, **Fostering Sustainable Behavior**. Information on how to freely access the book will be emailed to registrants.



REGISTRATION

To register, please fax or mail the registration form below or register online.early. Questions? (503) 223 8633.

registration form

Save time, register online: <https://www.htfsolutions.com/forms/mma/>

Name:

Organization:

Address:

City, State, Zip

Phone:Email.....

Payment

..... \$245 (Portland Introductory Workshop)
..... \$545 (Portland Advanced Workshop)
..... \$745 (Portland Introductory & Advanced Wkshps)
..... \$545 (San Francisco Advanced Workshop)
..... \$200 (two hours of consultation)*
Total:..... (lunch in included)

*Registrants may sign up for two hours of consultation with Dr. McKenzie-Mohr at a reduced rate. This consultation will occur via telephone once you have returned to your place of work.

Method of Payment

☐ CREDIT CARD ☐ M/C ☐ VISA

Card number

Expir. date /

Cardholder name

Signature

☐ Check— payable to **Pacific Agenda**

☐ Invoice enclosed

Forward Registration & Payment to:

McKenzie-Mohr Workshop/Pacific Agenda
PO Box 10142, Portland, OR 97296-0142
Fax: (503) 228 8681

**Registration and payment must
be received by Monday, May 1st.
Registration is non-refundable.**

"Thank you! This day has changed my thinking and opened my mind to new ideas."

"It's nice to see this kind of smart strategic thinking being applied to environmental issues. I am inspired to learn more."

Toronto Workshop Attendees